SOCOM
Strategic Outcomes

Tract
Urban Designers
Landscape Architects
Town Planners

Project Plan

for

Torquay

Retail Social Media Campaign

Prepared by:

Socom as part of the
Surf Coast Streetlife:
Revitalising Rural Retail project

Introduction

Surf Coast Shire's Revitalising Rural Retail project for Torquay has been funded by the Victorian Government through the Department of State Development and Business Innovation's (DSDBI) Streetlife program.

The project is supported with further funding from Rural Councils Victoria (RCV) and was developed as part of a joint application to DSDBI's Streetlife fund for seven rural Victorian councils. Applying for funding through the Streetlife program was identified as a key deliverable for RCV's Rural Retail Economics project which was part of the $3.3 million Networked Rural Council's program funded by Regional Development Victoria.

Revitalising Rural Retail project aims to give Torquay retailers specific insights into drivers, trends and preferences for residents as well as facilitating collaboration between council, traders and local business industry groups to identify opportunities to revitalise the local retail precinct.

Part of the Revitalising Rural Retail project for Torquay was delivering the *Revitalising Rural Retail Torquay (ShopScience, February 2014)* research report that identifies the level and drivers of escape spend from local residents choosing to shop outside of the town.

This research was presented at a workshop consisting of key local traders, council representatives and local business groups. Working group members drew on the research findings to identify further challenges facing retailers in Torquay and opportunities to address those challenges.

Three potential project ideas were selected by working group members:

1. Torquay retail information for residents and tourists
2. Increasing appeal of Gilbert St
3. Way finding

Notwithstanding the interest around exploring opportunities for projects two and three as listed above, for the purposes of the Streetlife project Surf Coast Shire has viewed the social media component of project one (Torquay retail and information for residents and tourists) as the most appropriate for the working group to take a lead on.

This project as conceptualised in the Revitalising Rural Retail workshops included two components:

1) Social media campaign including a blog and Facebook page dedicated to promoting Torquay's retailers and businesses

2) Physical infrastructure: the working group believed the Torquay Tourist Information Centre's location didn't benefit the retail precinct and that a pop-up information centre should be located on Gilbert St during the tourist season

This project plan focusses on the social media component of the retail information project with the idea for a pop up Visitor Information Centre, noted by Council.

The following project plan outlines the situation, objectives, methodology, actions required for Torquay retailers to work together with some in-kind Council support to produce social media communication tools (including a blog and supporting Facebook campaign) that provide engaging information about Torquay retail to residents and tourists.

The purpose of this project is for Torquay traders groups and retail members of the Revitalising Rural Retail working group to develop and implement a campaign to better inform residents and visitors about what Torquay's retail sector has to offer. Surf Coast Shire Council will provide guidance and support where possible. The table on page 26 of this document clearly indicates the responsible party/ parties for each action of the project.

For the purposes of this project plan the blog has been named the *Torquay Swells.*

Situation analysis

Local research findings

Revitalising Rural Retail, Torquay (ShopScience, 2014) was commissioned as part of the Streetlife project to survey local retailers about the issues they are facing, and residents about the drivers for them to spend in and out of town. The research was conducted via an online survey to residents and retailers. Respondents to the survey, as well as an analysis of ABS data, provided the following information:

- The average household in the catchment area (up to 20km around Torquay) spends $2,241/month on retail items and services, an average of 64% of which is spent in the town (ABS).
- This monthly dollar spend is higher than that observed in many other regional Victorian areas (ABS).
- Local retailers gave high average ratings to a wide range of reasons as to why local residents would want to shop within the town. These included:
  - Good customer service
  - Availability of parking
  - Product range
  - Convenience of being close to home.
- 34% believe that their local spending has been increasing compared to the 21% who feel it has been declining over the last three years.
- Residents rated the following reasons as most important in their decision to purchase items or services out of town or online:
  - Bigger range (7.9/10)
  - Unique products and services (7.5/10).
- In comparison to some other rural Victorian towns, there was less consistency between the reasons cited by residents for shopping out of town or online, and the top reasons that local retailers thought drove this behaviour (shown below):
  - Availability of parking (8.3/10)
  - Bigger range (8.2/10)
  - Already travelling out of town for other reasons (8.2/10)
- The retail sales improvement strategies rated most highly by Torquay retailers were:
  - Improving the overall retail and public areas within the town including more seating and making the areas more appealing
  - Improving the parking at local retailers and businesses
  - Attracting more tourists to the town.
- These strategies matched well with the residents' responses whose most favoured strategies to increase their own spending in the town were to:
- The creation of more leisure and entertainment options in the town
- Encouraging local retailers and businesses to be more competitive in their pricing
  Encouraging local retailers and businesses to offer a wider range of products and services
- Improving the overall retail and public areas within the town including more seating and making the areas more appealing
- Attracting a broader range of retailers and businesses to set up in the town.
- There were also notable similarities in the actual suggestions given by retailers and residents in terms of how to improve retail within Torquay with common themes in both of:
- More/better car parking and traffic control
- Practical improvements to retail areas

- Greater variety of shops
- Encouraging local shopping
- More developed retail precincts
- More festivals/events.

Revitalising Rural Retail workshop findings

On Friday 14 March 2014 a workshop was held with a local working group of eight key stakeholders that comprised of retailers, council representatives, representatives from the Torquay Chamber of Commerce (representing over 100 businesses), Biz3228 members and residents.

The current issues and opportunities for Torquay retail related to its communication with residents and visitors were identified as the following by working group members:

- Collaboration/ cross promotion across businesses
- Getting online
- Information guide
  - Maps
  - List of retailers
  - Paper based (could be made available in all local shops) and/or technology based (e.g. blog)
  - Incorporate branding/ town personality (Surf and arts culture)
  - For residents / new residents (Torquay has a fast growing population)
  - For tourists / visitors (including residents from nearby Geelong etc.)
- Data communications – Optus instability - 33% downtime during business hours, old and overloaded infrastructure
- Location of Visitor Information Centre is seen as an issue by working group members. Workshop members thought there was an opportunity for:
  - Pop-up information centre during summer
    - On beach/ Gilbert street
    - Use for artists/ local home businesses during winter

Streetlife objectives

Each project plan developed under Streetlife funding needs to address one or more of the Streetlife overarching objectives.

The Torquay 'Revitalising Rural Retail' project supports the following Streetlife objective:

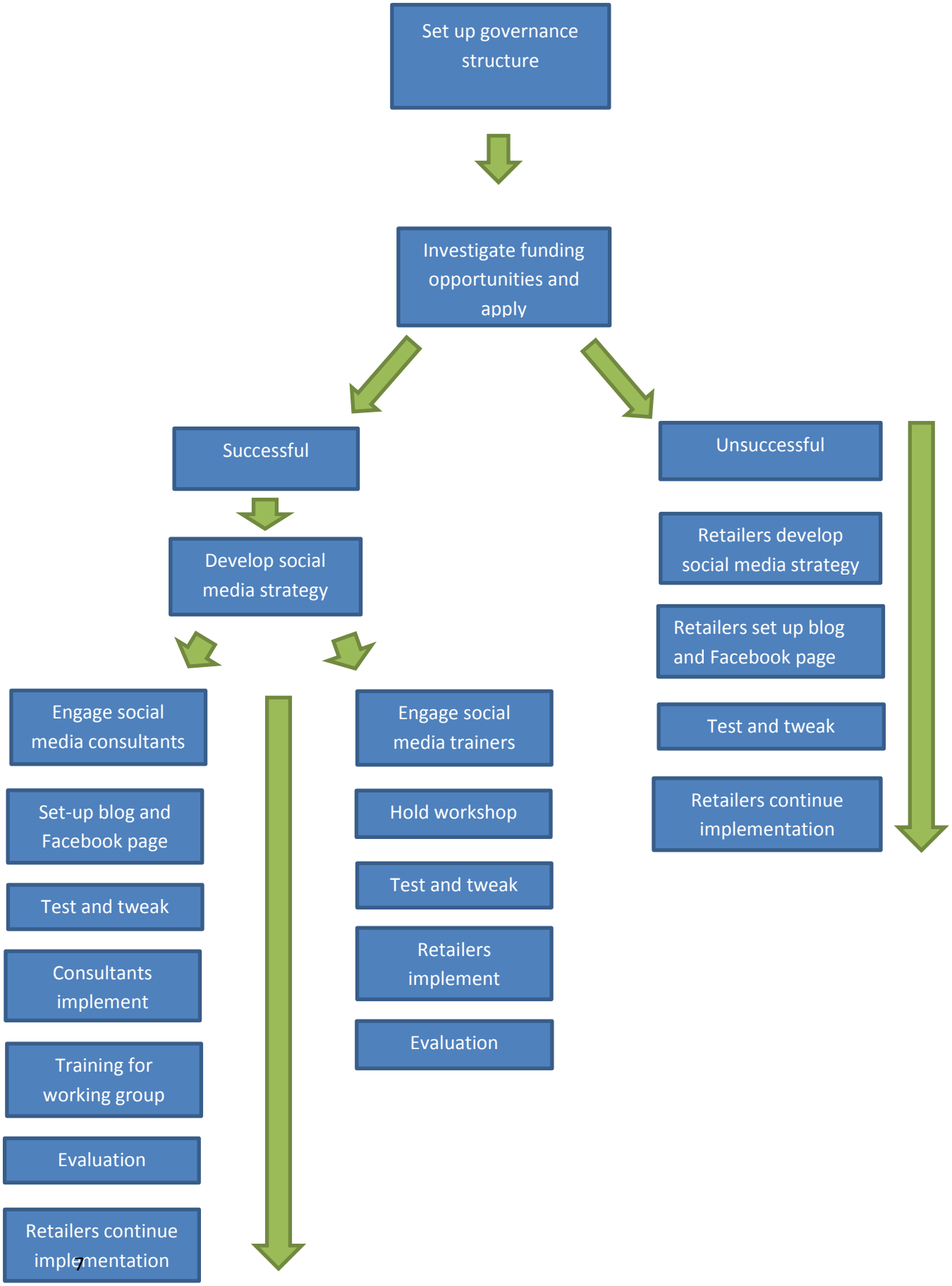
- Increase productivity through the development of innovative business practices, particularly in the areas of:
    - digital marketing
    - assist retailers to develop the skills and knowledge required to adjust to structural changes in the retail sector
    - build sustainable and competitive businesses within their local communities

Project objectives

1) To develop a blog and social media communication campaign strategy aimed at providing residents and visitors to Torquay relevant, up-to-date and engaging information about Torquay's retail offerings
2) To facilitate a collaborative approach to resident and visitor communication among Torquay retailers and Surf Coast Shire Council

SOCOM Strategic Outcomes

Methodology



Methodology

Setting up governance structure

The following steps should be taken to set up a governance structure for the development and implementation of the Torquay Swells campaign:

- The Torquay Chamber of commerce should send a call for expressions of interest (EOIs) to retailers and businesses to get involved in the development and implementation of a town wide retail social media campaign.

This call for EOIs should be sent to the working group established as part of Torquay's Revitalising Rural Retail Streetlife project as a priority. However, other influential business and retailers in Torquay should also receive the call for EOIs.

- Appointment of a campaign committee
- This should include members of the working group established as part of Torquay's Revitalising Rural Retail Streetlife project (including Surf Coast Shire Council / Torquay Chamber of Commerce representation), other retailers, Torquay businesses and Torquay community representatives.
  A terms of reference for the brand advisory committee should be developed to define:
  - Members and their responsibilities
  - Meetings (regularity and dates)
  - Functions

The functions of the Torquay Swells Campaign Committee should include the following for Torquay retail and business:

(a) Overseeing and approving the development of an social media strategy for the Torquay retail and business sector (including approving content guidelines and procedures);

(b) Overseeing the application of online communication tools and materials including blogs, Facebook page/s, and downloadable online material (map);

(c) Approving materials (hard copy and online) promoting Torquay retail and business social media tools (including the blog and Facebook page);

(d) Communicating with Torquay based retail and other businesses to raise awareness about the Torquay retail and business sector social media activity; and

(e) Engaging with Torquay based retail and other businesses to encourage them to participate in the promotion of Torquay Swells.

(f) Collaborating on ways to better inform Torquay residents and visitors about Torquay retail offerings through initiatives beyond the life of this project (e.g. Hard copy retail maps).

(g) Define key performance indicators and measurement

- Define key performance indicators and measurement

The Torquay Swells Campaign Committee should define the outcomes that will demonstrate success for this project. This could include:

- Strong participation from businesses and retailers in the using the Torquay Swells blog and Facebook page/s
- Positive, collaborative sustainable working relationships between key retail, business, Councils, Chamber of Commerce and community representatives on the Torquay Swells Campaign Committee
- An engaging blog that regularly promotes Torquay retailers, cafes, restaurants, pubs, etc. to residents and visitors.
- Positive recognition of the Torquay Swells blog and Facebook pages among local retailers, residents and visitors.
- Plans for broader promotion of the Torquay Swells blog across additional social media and online platforms.

Once the key performance indicators have been set by the Torquay Swells Campaign Committee it must also define how, when and against what the outcomes will be measured. This could include:

- The number of residents and non-residents following the blog
- The number of Facebook shares, likes and interactions.
- Broader promotion of the blog and Facebook page in other channels i.e. newspaper

Investigating funding / resource opportunities

The Torquay Swells Campaign Committee should next investigate funding opportunities available through the State Government and other potential funding bodies, including the Department of State Development and Business Innovation's (DSDBI's) Streetlife program.

Other opportunities for resources include approaching Deakin University to investigate the option of students developing a social media strategy for the blog and Facebook page or creating the blog and Facebook page as part of their assessment.

Develop the social media strategy

- Define target audiences

Torquay residents

- Creators: These users are responsible for publishing content such as blogs, websites, video, music etc.
- Conversationalists: Update their social networking site by updating their status & posting tweets
- Critics: Users who actively review and rate products. Make comments on blogs and contribute to content and online forums.
- Collectors: Users who vote on websites & add tags to photos.
- Joiners: These users create social media profiles on social media sites such as Facebook, Twitter, LinkedIn & Google Plus
- Spectators: They search the web reading blogs, watching videos on YouTube, reading forum posts and tweets.
- Inactives: Does not do any of the above.

Torquay visitors

- Surf Coast Shire residents
- Geelong and the Bellarine residents
- Melbourne Metropolitan residents
- Victorian residents
- Interstate residents

- Define goals and objectives

The goals and objectives for the social media strategy should reflect the project objectives i.e. 1) To provide engaging and positive information about Torquay retailers to residents and visitors via a new blog. 2) To raise awareness of the new Torquay Swells blog with Torquay residents and visitors via Facebook.

- Recommend the social media marketing mix (which channels to use - Twitter, Facebook, and YouTube etc.)

The Torquay Revitalising Rural Retail working group has identified that a Blog and Facebook are the first two preferred platforms in the social media mix to communicate and promote Torquay retail and hospitality offerings.

Beyond the life of this project, there is the opportunity for the social media mix to expand to include other social media platforms including Pinterest, Instagram and Twitter.

- Include a content strategy (including an activities calendar with timelines and content to be posted)

A content strategy is one of the most useful parts of the social media strategy as it guides implementation with an activities calendar that includes timelines and the type of content to be shared.

Building a successful social media campaign including a blog requires time and a long term commitment. When they fail it is usually because there hasn't been a consistent, concerted effort put into posting fresh, relevant and engaging content on a regular basis. Careful planning and creating a content strategy from the outset makes this process a lot easier in the implementation phase.

There are free detailed content calendar available online like this one - Free download. This calendar will specify the theme of the content that you will use in your campaign, when and where it is shared, who creates it and the mode of delivery.

An example of a simple content calendar which should be further defined (to cover at least 12 weeks with the launch week representing ground zero) as part of the Torquay Swells strategy development process is below.

Timeline	Blog content	Details	Facebook content	Details
Launch	Introductory blog	This post should briefly introduce the blog and move straight into the first retail review.	Introduce blog	Photo of blog home page with a few words to introduce Torquay Swells Link to introductory blog (including photo) Photos of Torquay retail precinct Photo with a quirky saying about the joy of shopping
1 week from launch	New retailer review	Introduce retailer Include information about personal	Torquay retail	Link to map of Torquay shopping precinct Photo of Gilbert St and a few words

Timeline	Blog content	Details	Facebook content	Details
		life Explain the retailers vision for the store Offer information to readers about the retail experience and some of the products and offerings		about the joy of shopping Link to blog post Photo of local retailer and few words about some new stock
2 weeks from launch	Restaurant review		Torquay hospitality	Link to blog post Photo of local café and a few words about what is good on the menu Restaurant photo with a saying about food / eating out.
3 weeks from launch	Retail charity initiative		Retailers giving back	Link to blog Photo of local retailer and information about their community support for a local group (e.g. sports team etc.) Infogram with numbers and statistics representing how retailers give back to the community (e.g. number of people employed by local retailers, support to the local football team etc.)

Timeline	Blog content	Details	Facebook content	Details
4 weeks from launch	Call for submissions		Favourite Torquay shopping spots	Link to blog post and asking retailers for tips about Torquay's best shopping / dining hidden gems. Blog author favourite spot Blog author favourite spot Blog readers favourite spot
5 weeks from launch	Retailer birthday		Retail milestones	Link to blog post Photo of a local retailer and his / her employees with a blurb about how shopping locally helps the retailer to employ locals Photo of some new stock from a local retailer
6 weeks from launch	Music / gig review	This should be linked to a local hospitality venue (bar / pub) that has a regular live music night	Retailers embracing music	Link to blog post Photo of local music store with saying about music Retail adventure (link to music) Dining adventure (link to music)

Timeline	Blog content	Details	Facebook content	Details
7 weeks from launch	Retail adventure		Retail experiences	Link to blog post Photo of local retail experience x 2
8 weeks from launch	Arts review	This should be linked to a local retailer. E.g. a local café that displays a local artists work on its walls	Retail visuals (window displays, visual merchandising etc.)	Link to blog post Photo of some great local visual merchandising Photo of an appealing local shop window display
9 weeks from launch	Dining adventure	This café / pub / restaurant review should feature some no-fuss, honest food (think burgers, pizzas, fish and chips, pub food etc.)	Torquay dining classics	Link to blog post Retail adventure Dining adventure (linked to classic, comfort food e.g. pies, burgers, bangers and mash etc.)

Helpful websites for to create engaging Facebook posts

• Windows Photo Gallery http://windows.microsoft.com/en-us/windows-live/photo-gallery#photogallery=overview easily enables resizing of photos for the creation of video slideshows.

• Windows 8 Fotor http://apps.microsoft.com/windows/en-us/app/fotor/6f797ba2-500d-4dee-9c5a-13c2d818c958 enables you to add text and borders to images and Windows 8 Phototastic http://apps.microsoft.com/windows/en-us/app/bbeaae5c-7578-4b63-b055-06230e400aa7 enables you to easily create and share collages.

• Brainy quotes http://www.brainyquote.com/quotes/keywords/flowers.html and use Infogram to create infographics http://infogr.am/

- Include a migration plan

How can Surf Coast Shire direct friends its Facebook pages to the Torquay Swells Facebook page? How can the campaign committee direct Facebook 'likes' to blog followers?

This part of the strategy should include ways for Surf Coast Shire Council to direct friends / followers / likes to the Torquay Swells Facebook page and to start following the Torquay Swells blog.

As well as the official Surf Coast Shire Council Facebook page, key Council representatives should also be considered in the migration plan. For example, Surf Coast Shire Mayor Rose Hodge is an active Facebook user and often garners community feedback via her page.

Having Mayor Hodge share the page with her friends would be invaluable to the campaign.

- Include ideas for optimisation (Allowing visitors to 'join' 'friend' and 'share')

The campaign committee should engage with Surf Coast Shire Council and Torquay based retailers and businesses to encourage them to include social media icons and plugins to their own websites that direct users to the Torquay Swells blog. Tools such as ShareThis or AddThis are simple plugins that can add social buttons to websites.

Social media icons and plugins for the Torquay Swells Facebook page should be included on the blog site. This is about making it as easy as possible for Torquay residents and visitors to share and like the Torquay Swells blog posts and Facebook updates.

The campaign committee should also seek to ensure the Torquay Swells blog and Facebook page is promoted on other Council material including in newsletters, at the information centre etc.

If required, using promotions and contests/giveaways is another way to engage the target audience and get them involved.

- Define how the plan will be monitored and evaluated

The strategy should identify how the plan will be monitored and evaluated based on the KPIs and goals set for the project. More information about the evaluation of effectiveness of the Torquay Swells blog and Facebook page is in the 'Evaluation' section of this project plan (see page 23).

- Recommend how guidelines, policies and protocols for this project are defined

It is recommended that editorial guidelines for blog content are developed to define:

- Article length – it is recommended that all blogs are a maximum of 700 words.
- Type of acceptable content – must be related to retailer, restaurant, café, food spot, artist, event, music in Torquay
- Voice – The voice of the blog is that of one of the author's (see below in 'Develop the blog')
- Images – All blogs must be accompanied by at least three relevant images of at least (insert size).

Develop the blog

The Torquay Revitalising Rural Retail working group members were clear in their desire to ensure the blog feels 'human' without a corporate or government feel. To create this 'human' feel, working group members developed the idea of creating a fictional family who would become the authors of the blog.

Working group members believed the blog posts and design should be quirky and engaging and allow Torquay's identity / personality / brand should shine through these fictional characters.

It was agreed that Torquay's unique identity lies in both its surfing and artistic culture. With this in mind, they type of fictional family created to author the blog could be:

The Swells

Mum (Louise Swell) – blog posts about art galleries and exhibitions, markets and some restaurants
Dad (Jack Swell) – blog posts about upcoming surf competitions, no-fuss eateries and man food (burgers, pizzas, coffee, pubs, live music venues
Daughter (Zara Swell) – blog posts about the latest restaurant and café openings, new shops, surf fashion, general fashion, events and special offers being run in town

Blog pages should include:

- Shop 'til you drop
- Delicious places
- Tunes
- Arty farty
- Lock it in – diary dates
- Tell Torquay
- Not from here

- Torquay retail directory

More information about the blog's pages is in the table below:

Menu	Pages	Content	Author
Categories	Shop 'til you drop	Blog posts about: - New shops - Retail events - Retail sales - New stock - New owner profiles - Store / Retailer profiles	Zara and Louise
	Delicious places	Blog posts about: - New restaurants / cafes - Restaurant events - Local hospitality news - Great coffee	Zara, Louise and Jack
	Tunes	Blog posts about	Jack and Zara
	Arty Farty	Blog posts about: - Exhibitions - Local artists (including painters, photographers, jewellery makers, pottery makers etc.) - Art workshops	Zara and Louise
About Torquay Swells		Information about how the blog was started, who runs it, when it started, why it started etc.	
Lock it in – diary dates		Blog posts linked to a specific date will automatically be posted on the 'lock it in' page as well as in the most relevant category page	

Menu	Pages	Content	Author
Not from here	Getting around	Downloadable illustrated map of Torquay's retail precinct	
	3 days in Torquay – plan your perfect trip	3 days in Torquay by Zara	Zara
		3 days in Torquay by Jack	Jack
		3 days in Torquay by Louise	Louise
Tell Torquay		Contact details and information for retailers, residents and visitors to provide submission ideas for the blog, notify the blog authors about any relevant town/ retail news.	Zara, Jack and Louise
Torquay retail directory		Listing of Torquay retailers and links to websites, Facebook pages, relevant blogs etc.	

Develop Facebook page

Starting a Facebook page is a relatively easy process with a few things to consider:

- Log in under a personal Facebook account and select 'Create a page'
- Select 'Local business or place'
- Enter the details including location (Torquay, 3228), contact details (create an email address for the blog e.g. torquayswells@yahoo.com.au), website (enter the blog URL).
- Enter information for 'about': This should just be a few words and should include the blogs URL
- Enter information for 'description': A few more sentences that describe the blog and how it started etc.
- Cover photo: This should reflect the branding of the blog. It may even be best to use the blogs banner as the cover photo. This is only visible when your friends / followers / 'likers' visit your Facebook page – it's not visible in the newsfeed.
- Profile pic: This is a square sized image (avatar) that sits to the front left of the cover photo. The profile pic is what your followers will see in their newsfeed when you make post. It should be a square version of the blog's logo.

Now the page is ready to collect 'likes' and posts.

This is when the content strategy and the integration and migration section of the Social Media Strategy should be followed for implementation.

It should be noted that although setting up the Facebook page is a quick and easy process, implementing the Facebook campaign and maintaining the page requires ongoing time, effort and commitment. The most common mistakes businesses make when it comes to social media is not dedicating enough time to it which means not updating often enough, not updating engaging and exciting content, not responding to questions and queries in a timely manner and ignoring negative comments. Similarly, the Torquay Swells Facebook page will require dedication and commitment from the campaign committee to succeed.

Develop downloadable retail map

In the table on page 18, it is indicated that a downloadable, illustrated map should be included on the 'not from here' section of the Torquay Swells blog.

The campaign committee should engage the same designer that has created the blogs logo and banner to create this map. Ideally, this would be a local designer who understands Torquay's vibe and personality and can emulate this in the map's look and feel.

The map should focus on the retail, hospitality and business hub of Torquay and should clearly indicate areas of town to:

- Get a good coffee
- Pick up a tasty take-away meal

- Have a delicious lunch / dinner
- Shop for surf gear
- Find a bargain
- Buy something beautiful

Down the track, the campaign committee should consider options for making this downloadable map also available as a hard copy to be distributed at retail outlets as well as at the Visitor Information Centre.

An example of a similar map on the Oh Hello Geelong blog is provided in Appendix B (p. 31).

Testing concepts

The campaign committee should develop a small number of blog posts (max 3) and test the blog with a panel of Torquay residents. The panel should represent Torquay demographics as described in the Revitalising Rural Retail research paper.

The age groups with this representing the highest percentage of total population are 35 – 44 years. 45 – 54 years and 55 – 64 years.

After reading blog entries, each panel member should be asked the following questions:

- How would you rate the following 'look and feel' of the Torquay Swells blog?
- Do you think the blogs 'look and feel' and its content communicates Torquay's personality effectively?
- Did you find the blog posts engaging / interesting?
- Did any of the blog posts spark your interest in visiting a Torquay retail outlet / restaurant to 'see for yourself'?
- Would you follow this blog?
- Would you invite your friends and family to follow this blog?
- Do you have any recommendations to make this blog better?

Implement

The results from the testing stage should be considered here to tweak / adjust the blog content / design as necessary. Once these adjustments have been made, using the content strategy developed as part of the social media strategy, implementation of blog and Facebook posts can now begin.

It is important the responsibility for implementation is clear but there are a number of options as to how implementation can occur. These options are set out in the table below.

Options	Description	Available funding
Option one: Working group members share implementation without third party support	This option, while not requiring only minimal funds for design work (although this could be donated by a business owner), is	No funding required

Options	Description	Available funding
	the most resource / time intensive for Torquay retailers. It would include retailers setting up Facebook and blog pages, drafting all articles and making all posts.	
Option two: Working group members receive social media training (specifically for blogs and Facebook) and share implementation	This option requires funding for working group members to receive practical training for managing a business Facebook page and a blog. The training should include the set-up of both the blog and Facebook page, as well as a couple of blog and Facebook posts. After the training, this option would require retailers to draft all other articles and make all other posts.	Streetlife
Option three: Paid consultant implements blog and Facebook posts for the first three months of implementation after which time working group members share implementation. Working group members may receive specific blog and Facebook training prior to them taking over implementation.	The third option gives retailers with most support; however it also requires the most funding. The blog and Facebook page would be set-up and managed by a third party consultant for the first three months of the Torquay Swells campaign. After the three months, the consultant would provide the working group with some simple, practical training regarding how to manage both the blog and the Facebook page to continue the Torquay swells campaign.	Streetlife

Other promotional activities the working group should consider to spread the word about the new Torquay Swells campaign include:

- Advertisement and / or media coverage in local paper (with local Council support)
- Media coverage in Surf Coast Shire Council's newsletter
- E-mail to local retailers / businesses (by using council and chamber retail lists if possible)
- Brochure about blog at visitor information centre
- Brochure about blog available in store at local Torquay

Example costings for the implementation of the above activities are below.

Evaluation

After three – six months, there should be an evaluation to check whether the Torquay Swells blog and Facebook page is producing results. This evaluation should measure the KPIs set by the working group at the beginning of the project (see set up Governance Structure, page 9).

To measure the success of a social media campaign, specific metrics such as shares, likes, subscribers, click rates, comments and conversations should be analysed.

Monitor your social media engagement through online monitoring tools such as Klout or Edge Rank. A free tool Google Alerts can help the campaign committee monitor your brand keywords to listen to what people are saying about you.

At this point it may be appropriate to have a 'wash, rinse, repeat' approach to ensure the ongoing effectiveness of the social media strategy beyond the life of this three month project. The campaign committee should consider revising the plan with new objectives based on fresh assessments. By continually going through this cycle and building upon learning, the campaign committee will be able to achieve incredible results through your social media marketing efforts.

Budget

Activity	Indicative cost	Resources	Notes
Social media strategy	$0 - $10,000	Council (25 – 50 hours) OR University students (25 – 50 hours) OR Paid consultant	It is suggested that Deakin University (or other Victorian Universities) are approached to see if there are any students who could develop the social media strategy as part of their assessment. This would drastically reduce, if not eliminate, the cost associated with developing the strategy. Alternatively, there may be an opportunity to source funding from DSDBI's Streetlife fund as long as it forms part of a broader application.
Artwork design / printing	$2,500	Local graphic designer	The resources and costings estimated for artwork designs include: - Torquay retail and business precinct map - Blog banner - Facebook cover photo - Facebook profile picture (avatar) - Brochure
Printing (brochures)	$1,500		Approx. 1000 copies of an A5 sized brochure
Training (if applicable)	0 - $5000	Paid trainers (third party)	The contracted social media trainers will provide further detail on how the sessions are best run. However, it is suggested there is at least a full day session for the blog and a further full

			day session for Facebook.
Blog (set-up)	0 - $500	Campaign committee (3 hrs.) OR Trainers (part of session) OR Social Media Consultant	
Facebook page	0 - $500	Campaign committee (3 hours) OR Trainers OR Social Media Consultant	
Implementation	0 - $10,000	Either paid consultants or campaign committee members The time commitment would be 4 – 6 hours per week for 12 weeks (this would be revisited and revised after the initial 12 week campaign)	The time and cost allocated to the implementation of the social media plan includes one blog post per week and three Facebook updates.
Total	$3,500 – $30,000		It is recognised this is a wide price range. However, these costings have been identified because most actions could be carried out by the campaign committee (with Council support) and would attract zero to little cost. However, if extra support is needed or the campaign committee cannot commit the time required to carry out actions, the project would attract third party costs.

Action Plan

Actions	Descriptions	Objectives	Responsibility	Potential funding source / in kind support
Invite retailers, businesses, tourism operators and council representatives to form the 'Torquay Swells Campaign Committee'	This should be in the form of a call for EOIs via email	2	Torquay Chamber of Commerce with some support from Surf Coast Shire Council	Council to provide in kind support
Hold campaign committee meeting to put governance structure in place for the Torquay Swells project	At this meeting the terms of reference should be set	2	Torquay Chamber of Commerce with some support from Surf Coast Shire Council	Council to provide in kind support (venue) Retailers to provide food, drinks etc.
Investigate funding opportunities	Information about funding opportunities through the Streetlife program is in appendix A.	2	Torquay Chamber of Commerce with some support from Surf Coast Shire Council	
Apply for funding if applicable	The content of this document should be used to answer specific questions / requirements of the funding application.	2	Torquay Chamber of Commerce and/or Surf Coast Shire Council	Either the Torquay Chamber of Commerce or Surf Coast Shire Council could apply for Streetlife funding (needs to be investigated further) Cash contribution may be required from Council or traders (If the full $20,000 is sought from the Streetlife fund)

Develop social media strategy	Social media strategists should receive this document to help them prepare a thorough and accurate quote	1	Third party (either consultant or university students)	N/A
Engage social media consultants (if applicable)	See options for implementation table above	1	Campaign committee to engage and liaise with social media consultants if applicable	Streetlife (needs to be investigated further)
Engage social media trainers (if applicable)	See options for implementation table above	2	Campaign committee to engage and liaise with social media trainers if applicable	Streetlife (needs to be investigated further)
Hold social media workshops (if applicable)	See options for implementation table above	2	Depending on which option for implementation is chosen, this would be the responsibility of the trainers or the social media consultants	Streetlife (needs to be investigated further)
Design	- Blog logo and banner - Facebook avatar - Downloadable, illustrated retail map	1	Depending on which option for implementation is chosen, this would be the responsibility of a local graphic designer or the social media consultants	Streetlife (needs to be investigated further)
Set-up blog and Facebook page	See options for implementation table above	1	Depending on which option for implementation is chosen this would be the responsibility of either the campaign committee,	Streetlife (needs to be investigated further)

			the social media consultants or would be done as part of the training sessions	
Test blog content and design with local resident panel		1	Depending on which option for implementation is chosen this would be the responsibility of either the campaign committee or the social media consultants	Streetlife (needs to be investigated further)
Begin implementation	The implementation phase of this project should run for an initial three months prior to evaluation. The implementation would include: - Visiting retailers and other venues for review and photos - Drafting blogs - Posting Facebook content - Review and response to submissions / emails / online comments on the blog or Facebook page	1	Social media consultants or campaign committee	Streetlife (needs to be investigated further)
Evaluation		1,2	Depending on which option for implementation is chosen this would be the responsibility of either the campaign committee or the social media consultants	

Continue implementation	After the evaluation, any required changes should be made, the strategy should be updated and the campaign committee should continue to run the blog and Facebook page.	1,2	Campaign committee	

Appendix A– Streetlife funding

Streetlife

Council and existing business/trader association grants (up to $20,000)

There are a broad range of eligible project activities that can be supported by this initiative. The Department does not intend to be prescriptive about the specific projects which may be funded, as these should be targeted to the needs of small retailers in each individual council area. They must, however, be delivered in Victoria and address at least one of the Streetlife Program Objectives.

Applications for council and existing business/trader association grants must:

- clearly identify the research and consultation undertaken with small business and associated stakeholders to determine local retail issues and an appropriate project
- demonstrate a high level of consultation with local small retailers through the inclusion of substantial written evidence of relationships and regular discussion (e.g. letters of support, meeting minutes, correspondence)
- include measurable project objectives and a corresponding evaluation plan
- be financially viable and demonstrate the applicant's ability to match 20% of the total grant amount financially
- provide a fully costed budget to demonstrate value for money
- demonstrate how the project will provide sustainable and measurable outcomes for the local business precinct through the provision of a sustainability strategy.

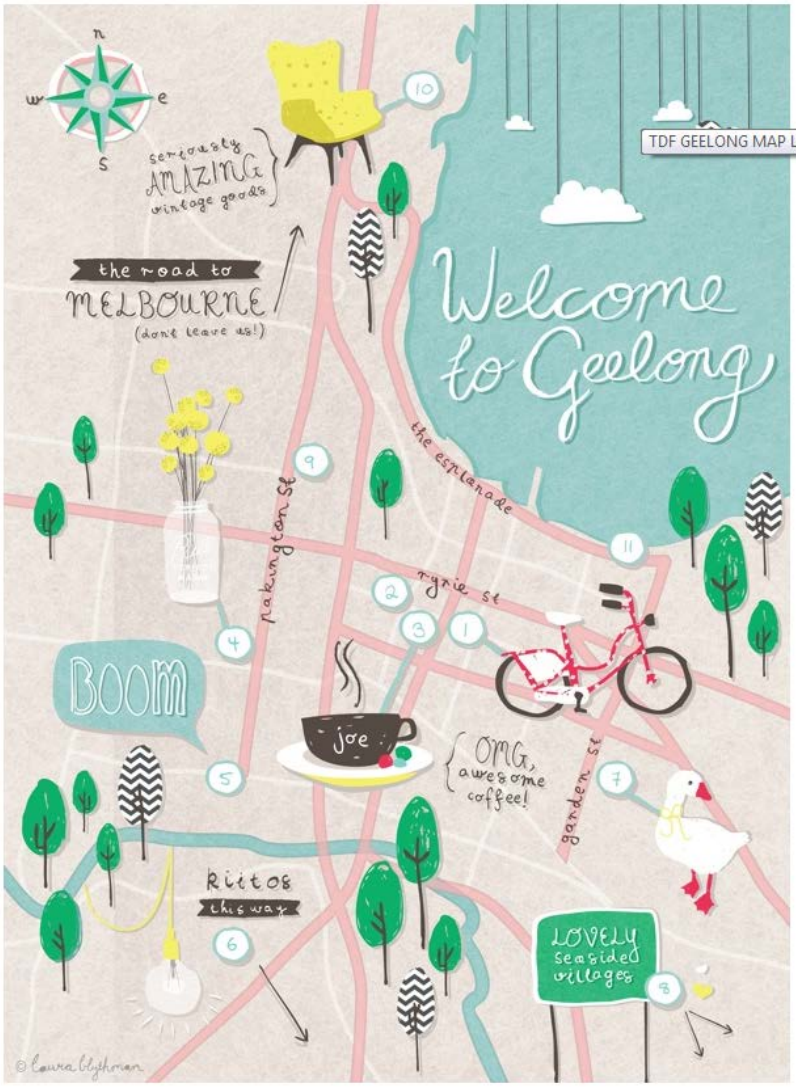
Applications made by a Victorian council must be signed by the Chief Executive Officer of the council.

Applications from a business/trader association must be signed by the association's president or authorised senior officer.

Business/trader associations are encouraged to speak with their local council, the Australian Retailers Association and Mainstreet Australia prior to commencing an application. Applications from business/trader associations must include a statement from the association president to this effect.

Existing business/trader associations applying for grants greater than $10,000 in value are also required to provide Final Accounts for the previous two (2) Financial Years, plus Interim Accounts if the Final Accounts are more than six (6) months old.

Appendix B – Oh Hello Geelong!



Live Strong

MARCH 28, 2014
By Oh! Hello Geelong
in DATES FOR THE DIARY, LOCAL PEEPS
LEAVE A COMMENT

WHERE: Mister Miller Coffee Co (formerly Michael's Cafe Volare), 111 Pakington Street Geelong West

WHEN: Midday Saturday 17th May, 2014

WHY: To raise $5000 for cancer research**

HOW: http://vic.cancercouncilfundraising.org.au/shavethebeard

What was once Michael's Cafe Volare, has been re-branded Mister Miller Coffee Co. Fresh, new signage pays homage to local philanthropist and benfactor, Mr Alexander Miller (a brief biography can be found here). Mister Miller Coffee Co will play host to the "Shave the Beard" cancer research fundraiser to take place at midday on Saturday May 17th.

No doubt, many Geelong-based readers will be aware that our local caffeine dispenser, Stephen Nardi, is raising money for cancer research. What many of you may not know is the reason why.

On the 17th of May 2004 Stephen had one of life's biggest curve balls thrown right at him; that insidious "C" word. You know; the one that, more often than not, shatters dreams and steals lives? The sad reality is, we all know someone that has been afflicted by this disease. But being the remarkable young man that he is, he didn't stop and feel sorry for himself. With the love and support of his close-knit family and friends, he picked the ball up and threw it right back in cancer's face!

When you're 17 and about to embark on your final year at school, the last thing you expect is to be diagnosed with cancer. What started out as an annoying back pain was

Oh! Hello Geelong - Blog
Kath
Home
WWW.OHHELLOGEELONG.COM
JEN
NAT
Oh! Hello Geelong - Blog
3,311 likes · 7 talking about this
Like
Follow
Message
Local Business
Geelong, 3220
http://www.ohhellogeelong.com
About – Suggest an Edit
Photos
3,311
Likes
FAQ'S
FAQ's
GEELONG MAPS
MAP SHOP
Highlights
Oh! Hello Geelong - Blog shared Mister Miller's photo.
March 31
In a follow-up to last Friday's blog post: which one is Stephen and which one is Mr. Miller?
What an incredible likeness!
People ask me why Mister Miller? 100 years later - small coincidence #beardlyf #mistermiller #alexandermiller
3 Friends
Like Oh! Hello Geelong - Blog
Invite Your Friends to Like This Page
See All
Type a friend's name...
Invite
Richard Evans
Invite
Donald Sharples
Invite
James Terrill
Invite
Likes
See All
Rue ClerMarket
Restaurant
Like